

**ACCEPTABILITY AND PREFERENCES FOR PALAWAN'S HERBAL SOAP AMONG
THIRD YEAR ACCOUNTANCY STUDENTS OF THREE SELECTED
BUSINESS SCHOOLS IN ILOILO CITY**

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ABSTRACT

This study was conducted to determine the Acceptability and Preferences for Palawan's Herbal Soap among Third Year Accountancy Students in Three Selected Business Schools in Iloilo City. The researcher purposively has chosen three business schools in Iloilo City namely; Central Philippine University (CPU), University of San Agustin (USA), and UI-PHINMA to draw samples for the study.

The researcher used a One-Shot Survey Design. Using survey questionnaires, the researcher described the profiles of 114 respondents and the results of the survey on the acceptability and preferences for Palawan's Herbal Soap in this study. Respondents were given Palawan's Herbal Soap samples (Papaya and Milk Variants) three days before distributing survey questionnaires to answer.

The statistical software that the researcher used in processing the data gathered was SPSS version 16. Chi-square was used to determine the relationships of the profile of the respondents to acceptability and preferences for Palawan's Herbal Soap. Significant differences in respondents' acceptability and preferences when grouped as to age, sex, address, family income and school were measured using statistical tool ANOVA.

The survey in the acceptability for Palawan's Herbal Soap as shown in descriptive statistics resulted in a moderate to a high acceptability. In the survey of

preferences, a majority of the respondents preferred the availability of both papaya and milk soap variants. The respondents preferred the soap to be packaged in a paper box with embossed and glossy printed label. Mild fruit scent was the most preferred soap scent and to the variant of soap; respondents preferred the combination of papaya and milk in one. Supermarkets were the most preferred distribution channel for Palawan's Herbal Soap followed by direct selling with product brochures. Value packs with freebies topped the preference in the kind of product promotions.

In testing for the significant relationships of the variables; majority of the results showed there were no significant relationships. There are no significant differences between the acceptability and preferences of the respondents when grouped per age, sex, address, family income and school. Civil status was not tested since all respondents were single. But notably, testing the factors individually, it showed some significant differences in the analysis of variances on the acceptability and preferences of the respondents for Palawan's Herbal Soap.